

The European Institute for Gender Equality Annual Report **2010**



EIGE'S Annual Report **2010**

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EIGE'S Annual Report **2010**

'Equality between women and men is essential to meet the common challenges we face in bringing about long-term sustainable economic growth and employment in Europe.'

(Conclusions of the high-level meeting on gender equality and economic growth, 16 October, 2009) ⁽¹⁾

⁽¹⁾ http://www.se2009.eu/en/meetings_news/2009/10/16/long-term_growth_requires_greater_gender_equality.html

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Foreword by the Chair of the Management Board

It is with great pleasure that I have seen the European Institute for Gender Equality become a vital agency in 2010 and with pride I convey this message in EIGE's first Annual Report (2010).

In its first operational year, EIGE began to work on its core tasks and notable speed was gained in the second half of 2010. Its tasks included developing and up-dating the indicators for monitoring progress in the critical areas of the Beijing Platform for Action, the development of a conceptual framework for a Gender Equality Index, gathering a repository of good practices of gender equality policies (including practical tools and methods) and the first steps of the establishment of a documentation centre where all people should have access to all kinds of information and information-resources on gender equality policies in the EU as well as in the European member states.

Also for the Management Board, 2010 was a year full of challenges. I was proud to have chaired meetings during which, with concentrated efforts and real dedication from the side of the Board members as well as EIGE's staff, so many important decisions were taken to set the course for EIGE's structure and future work.

Today, we are in a position to state that the Institute's start has been successful and the prospects for the future are promising. It is a great joy for me to be able to state this, today.

The year 2011 also anticipates a number of new, important tasks. 2011 will be a crucial year in developing a self-conception of the Institute and in developing its role in cooperation with the important actors. For this end, EIGE will need to focus its efforts, given that a small Institute can only be strong with a clear concept. EIGE will continue to strive to become the European competence centre on gender equality issues within the European Union.

The Institute is in the process of constructing a solid overview of existing data and resources to avoid duplicating previous efforts. Collected data and material will be organised and systematically made available within the documentation centre of EIGE. Analysis and dissemination are the next important steps, which will ensure that EIGE will give notable and useful impetus to European gender equality policies.

EIGE does not operate on its own in the world, hence, I warmly welcome the cooperation with other partners and organisations that has been established last year, and it is with both pleasure and appreciation that I note the support handed to the Institute from so many sides.

Of course, the rapid development of the Institute during 2010 would not have been possible without the great work and never ceasing efforts of the key actors involved. Therefore, I would like to thank Director Virginija Langbakk and EIGE's staff that have really gone out of their way to make the Institute operable within a few months time and of course, all the members of the Management Board that assisted and promoted this work.

I am looking forward to the future of the European Institute for Gender Equality and the most promising work that we have started together.

Eva M. Welskop-Deffaa
Chair of the Management Board



Foreword by the Director

This first EIGE annual report reviews the achievements of 2010 and EIGE's contribution towards its vision. That of 'making equality between women and men a reality for all Europeans and beyond'.

As a gender equality actor at EU level, EIGE operates within the framework of European policies and initiatives. Its establishment regulation lays the ground for its activities, and assigns to it the role of addressing the challenges of and promoting gender equality across the European Union.

The year 2010 was a fundamental one for EIGE — both developmentally as well as symbolically. It was a year that embarked upon an instrumental voyage from the creation of its first building blocks to becoming a fully fledged European Union agency.

During the period 2009–10, marked by intensive efforts to set up the agency, EIGE created the conditions necessary for its administrative and financial independence, granted in June 2010. The grand opening event on 20 and 21 June 2010 was a significant milestone, and offered the opportunity to introduce the Institute's mandate and objectives to a large number of stakeholders and the public. During this period there were many other achievements which are detailed in this report.

In 2010, EIGE relocated from temporary offices in Brussels to its permanent headquarters in Vilnius, Lithuania.

Our administrative, technical, staffing and financial establishment became synchronous with this relocation and, in March 2010, staff began working from our new offices, with new employees joining from all over the EU. In the following months and in the run-up to full administrative and financial independence (June 2010), processes were put in place to further establish the Institute. Work continued in setting in place all the necessary rules and documents relevant to internal, accountancy and human resources procedures to ensure the smooth and transparent functioning of the Institute. The staff count at that time amounted to no more than 15 persons. By the end of the year the Institute witnessed a rapid growth in the staff count, meeting its recruitment target of 31 persons. Our Management Board began its new term in office with nine new members from Member States. Furthermore, our Experts' Forum supported us during the initiation period for the first areas of our work.

In order to create the baseline data for future evaluation of the impact of the Institute's activities, EIGE, supported by the Employment, Social Affairs and Inclusion DG and its Unit A.3, developed and launched in December 2010 the 'Second *ex ante* evaluation of EIGE, focusing on the Institute's specific objectives and operations'. This will provide necessary guidance for finalisation of the Institute's mandate and the definition of its specific tasks — so that the Institute can contribute high-quality work to gender equality progress in Europe.

We were also instrumental during 2010 in striking the right chords with organisations whose important work will go on to complement our future work. For the purposes of ensuring synergies, to avoid duplicating and to ensure co-effec-



tiveness in our responsibilities towards EU citizens, EIGE established close relationships and cooperation agreements with four EU agencies.

Since the adoption of the 2010 work programme on April 29 (which established an operational basis for EIGE) and my appointment as Director (16 April 2009), much has been achieved and a great deal has also changed. The second semester of 2010 proved to be a challenging time since there were many expectations to deliver from the first day, at the same time as having to establish ourselves as a fully functioning organisation. I am proud to observe that this is the direct result of establishing a trustworthy management structure across the administrative and operational units. This is additionally the result of the enthusiasm and dedication of the people involved across EIGE.

The European Commission strategy for equality between women and men 2010–15, adopted on 21 September 2010, provides the political context for the Institute for its future work and will shape the work of the Institute during the next three-year planning.

To support the European Commission and the Member States, EIGE will strengthen in-house capacity on gender statistics and research, will finalise the development of its Resource and Documentation Centre turning it into a professional and solid repository of useful information, and will establish a collection of tools and methods for gender equality and mainstreaming work to be effectively communicated to Europe and beyond.

To conclude, I would like to express my deep appreciation to the members of the Management Board, in particular, the Chair, Eva Welskop-Deffaa, and Vice-Chair, Michel Pasteel, the Members of the Experts' Forum, the European Commission, and in particular, Belinda Pyke and Daniela Bankier, and the Committee for Women's Rights and Gender Equality of the European Parliament and its Chair, Eva-Britt Svensson.

I would also like to express my gratitude to EIGE staff members who have demonstrated great professionalism and dedication in the face of numerous challenges.

Virginija Langbakk

Director of the European Institute for Gender Equality
June 2011



What is the **European Institute for Gender Equality** (EIGE)?

The European Institute for Gender Equality is best known as EIGE. Established by Regulation (EC) No 1922/2006 ⁽²⁾, it started working in 2010 and its activities are covered in this report.

EIGE is a regulatory agency, resorting under the former first pillar of the EU, and governed by European law. European agencies are characterised by administrative and financial autonomy. In the case of EIGE, administrative autonomy is guaranteed in its founding act, and in the appointment of the Management Board and the Institutes' Director. In its day-to-day functioning EIGE relies on other common services of the European Commission, in order to carry out tasks which do not belong to its core mission (such as the recruitment of staff, financial and personnel management, and the Commission's medical service).

EIGE is entrusted with specific tasks, outlined in Article 3 of the establishment regulation.

EIGE's overall objectives are to contribute to, and strengthen, the promotion of gender equality, including gender mainstreaming in all Community policies and the resulting national policies, and the fight against discrimination based on sex, and to raise EU citizens' awareness of gender equality by providing technical assistance to the Community institutions, in particular the Commission, and the authorities of the Member States ⁽³⁾.

EIGE's vision and mission

Equality between women and men is both a fundamental right and a common principle of the European Union.

Making equality between women and men a reality for all Europeans and beyond is the vision of the European Institute for Gender Equality.

To become the competence centre in the area of gender equality in Europe, EIGE started collecting knowledge, expertise, available data, tools and methods on equality between women which will contribute to improved equality between women and men in the future.

The European Institute for Gender Equality will strive

to become the European competence centre on gender equality issues

What is the context for EIGE's work?

As stated in the feasibility study, requested by the European Parliament on the 'Role of a future European Gender Institute' ⁽⁴⁾, despite the fact that equality between women and men has been one of the fundamental principles of the European Union since the very beginning, there is still a clear and demonstrated democratic deficit with regard to women's involvement in EU policy-making and with regard to respect of their rights.

INEQUALITY 10

Having children affects the employment rates of women and men differently. Women's participation in the labour market drops by an average of 12 % whereas men's increases by 9.1 % ⁽⁵⁾

Despite strong commitments from the EU bodies many citizens believe that the public actions do not respond to women as citizens.

Despite significant improvement in relation to the Lisbon targets, infrastructures and measures are not in place in all Member States to guarantee women's full participation in public life, which forces many highly educated women to leave their employment due to the difficulties of reconciling work and family life.

Today the EU and its Member States are facing many new challenges, like demographic change, enlargement, immigration and the economic recession, which affect women and men differently. Demands for accountability in relation to the implementation of commitments often include the perspective of gender equality, which does not always reflect on what is done for women by the European Union.

As an autonomous EU body, the European Institute for Gender Equality will develop and offer the European Union and its Member States data and information, tools and methods, best

⁽²⁾ Regulation (EC) No 1922/2006 of the European Parliament and of the Council of 20 December 2006 on establishing a European Institute for Gender Equality.

⁽³⁾ Regulation (EC) No 1922/2006, Article 2.

⁽⁴⁾ 'Role of a future European Gender Institute', ID. No: IPOL/C/IV/2003/16/03.

⁽⁵⁾ EIGE's 100 inequalities for the 100th International Women's Day («fn38» <http://www.eige.europa.eu/100-international-womens-day-100-inequalities-remain#fn38>).

practices and approaches to make the progress of implementation of policies and directives promoting equality between women and men more substantial and faster.

With its specialised expertise and collected knowledge it will provide a solid and objective point of reference for all users.

How can EIGE's work impact on the daily life of citizens?

... an example ...

Andrea and Andrea went to University together to study economics.

Some years after graduation they met again. He found out that she had married and had a son. He was also married and had a daughter. As they studied and worked in the same field he suggested that she join in some very important management training arranged in his company, but Andrea declined because she had to take care of her son ⁽⁶⁾. Andrea realised how lucky he was that he had only taken a short period of parental leave ⁽⁷⁾ and he had been able to attend all the training and courses which advanced him rapidly in his career ⁽⁸⁾.

Andrea said that she felt she needed to change her job ⁽⁹⁾, eventually starting an activity on her own ⁽¹⁰⁾. They discussed their professional and family lives, realising that they both dreamed of raising their potential and getting better careers, having another child and spending more time with their families. At the same time there was an uneasy feeling of some injustice in the air ...

The impact of parenthood has a much bigger affect on women who continue to shoulder a disproportionate part of the responsibilities involved in caring for a family. Despite the recent trends of women's more active role in the labour market and men's increasing sharing of household and childcare tasks, there is still unequal value attached to feminine and masculine jobs. The dominant patterns of division of labour between women and men and unequal value attached to their activities pose major obstacles to gender equality and the implementation of gender balanced reconciliation policies.

The duration of leave taken up by men is in most cases shorter, hence less quantified in terms of labour market impact. Women are under much higher risk to

damage their career paths and lose earnings. Women encounter many more problems at the re-employment stage. Some of them continue on a part-time basis after returning to work, whilst others are left outside the labour market.

Reconciliation policies are destined to ensure that both — women and men — can reconcile family life with professional life. In the long run, they might help to ensure a better demographic balance ⁽¹¹⁾. They are part of EIGE's work on support to the implementation of such policies, good practices and gender mainstreaming methods.

ALL ABOUT RIGHTS

Same expectations, same rights, common European values ⁽¹²⁾ no matter the difference, there should be no inequality ⁽¹³⁾ No matter what your name is, you have the right to be treated equally or to be different ⁽¹⁴⁾.

⁽⁶⁾ Inequality 16: Employed women spend 39 hours a week on average on home care activities compared to men's 26 hours.

⁽⁷⁾ Inequality 15: 84 % of men who either have one or more children, or their wife/partner is expecting a child, have neither considered nor taken parental leave. Almost all eligible mothers make use of their right to parental leave, further aggravating the gap.

⁽⁸⁾ In 2010, there were only 3 % of women presidents in companies and 12 % members of the board of directors.

⁽⁹⁾ More men than women openly state that they prefer self-employment: around 50 % of men state this, compared with around 40 % of women.

⁽¹⁰⁾ Female entrepreneurs account for only 33.2 % of self-employed women.

⁽¹¹⁾ Research has shown that there is a direct link between the employment rate of women and the number of children. Reconciliation between work, private and family life in the European Union, Eurostat, 2009.

⁽¹²⁾ Treaty on European Union, Article 2.

⁽¹³⁾ Charter of Fundamental Rights of the European Union, Article 23.

⁽¹⁴⁾ 'Everyone has the right to appreciate their unimportance', Constitution of the Republic of Užupis, Vilnius, Lithuania, Article 21.

How is **EIGE** organised?

In June 2010, EIGE started its operations de facto. In the same month, EIGE gained its administrative and financial independency as an autonomous European agency. EIGE formally opened on 20 and 21 June 2010, with a number of events in its host city of Vilnius, Lithuania.

The structure of the Institute is based on the mandate and tasks defined in the regulation establishing the agency and on the objectives approved by the Institute's Management Board in the annual work programme. All tasks and activities related to gender equality work are carried out in the Operations Unit, where specific teams are responsible for various areas of work, as presented in the graph below.

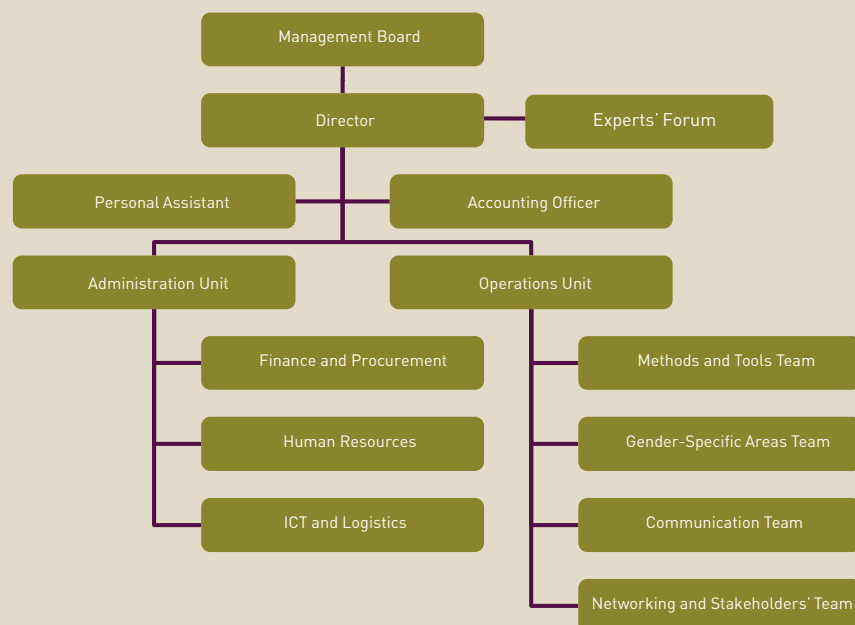
On 31 December 2010, EIGE employed 23 temporary agents and six contract

agents. It is envisaged that by the end of its set-up phase the Institute will strengthen its human resources by an additional number of staff and seconded national experts, reaching a total of 45 people by 2012.

The Institute's management is carried out by the Director, working in close cooperation with the **Management Board**. The Board consists of 18 Member States' representatives and one member representing the Commission. While the Member States' representatives are appointed by the Council of the European Union on the basis of a proposal from the Member States concerned, the Commission appoints its member of the Management Board directly. Members of the Management Board are appointed in such a way as to secure the highest standards of competence

and a broad range of relevant and trans-disciplinary expertise in the area of gender equality. They have a three-year mandate. They are alternated in the same order as the rotating Presidencies of the Council.

Besides the Management Board, EIGE also has an **Experts' Forum**, which includes members from competent bodies specialised in gender equality issues from every Member State of the European Union, European-level social partners and community-level non-governmental organisations. The Experts' Forum constitutes a mechanism for an exchange of information in relation to gender equality issues and the pooling of knowledge. It shall ensure close cooperation between the Institute and competent bodies in the Member States.



Introduction

Over the first six months of the year (1 January to 15 June 2010), EIGE's parent directorate-general, the Employment, Social Affairs and Inclusion DG, held financial management responsibility (Authorising Officer capacity) on behalf of the Institute, in particular for staff and administrative expenditure. Over this period, the Employment, Social Affairs and Inclusion DG made payments in the total amount of EUR 846 876.91. Due attention should be given to the fact that on 1 March 2010 EIGE's staff relocated from its temporary premises in Brussels to the Institute's permanent seat in Vilnius, Lithuania.

EIGE's areas of work

As indicated in the establishment regulation, EIGE defined its concrete priorities and activities within the competencies of the EU and in the light of the objectives adopted and priority areas identified in its annual programme. The Institute's work programme was expected to be in line with the EU's priorities in the field of gender equality and the work programme of the Commission, including its statistical and research work.

Throughout the year, the Institute extended immense efforts to ensure speedy completion of the agency's set-up phase. In anticipation of administrative and financial autonomy, the

Institute prepared itself for successful and expedient implementation of the annual work programme 2010. To initiate the work on gender equality and begin implementing concrete tasks, the annual work programme 2010 was geared to focus on a few key areas.

Support to the policy work of the EU institutions and the Member States focused on work with the **Beijing indicators** and providing assistance to the Presidencies of the Council of the European Union in further developing indicators in the remaining areas. Work with methods and tools for **gender mainstreaming** was launched.

Development of an **EU Gender Equality Index** constituted another area, a **thematic area**, which relates to work on developing a concept for a broader and more complex approach to assess the process of equality between women and men.

Awareness-raising, networking and communication dealt with raising initial awareness of gender equality and the Institute at various levels. **Dialogue and partnership** focused on establishment of the European Network on Gender Equality and identification of stakeholders interested in joining efforts towards improved gender equality across Europe.

After adoption (29 April 2010) of the annual work programme 2010 and, in particular, during the third and fourth

INEQUALITY 16

Employed women spend 39 hours a week on average on home care activities compared to men's 26 hours⁽¹⁵⁾

quarters of 2010, the Institute's staff made considerable efforts to speed up the activities of the Institute.

In order to initiate collection of the first data and relevant information from June 2010, the Institute concentrated its efforts on the development of terms of reference and technical specifications for planned studies and future framework agreements, increasing radically the number of studies launched. Within the limited period of six months after adoption of the annual work programme 2010 and gaining administrative and financial independence, the Institute committed 65 % and paid 26 % of all available appropriation (resources).

Furthermore, EIGE laid the basis for an additional pilot area of work in combating gender-based violence, to be developed in 2011.

The Institute started developing approaches on raising the visibility of women's contributions to economic growth and making men's contribution to the improved gender equality visible.

⁽¹⁵⁾ Roadmap: 'Reconciliation between work, family and private life (2011)'; Employment, Social Affairs and Inclusion DG, Unit G.2, Type of initiative CWP (http://ec.europa.eu/governance/impact/planned_ia/docs/2011_empl_016_work_family_private_life_en.pdf).

The **Beijing Platform for Action** (BPfA) and the **Beijing Indicators**

What is the BPfA?

The Fourth World Conference on Women, held in 1995 in Beijing (China), adopted the 'Beijing Declaration and Platform for Action for Equality, Development and Peace', also known as the 'Beijing Platform for Action' (BPfA). This sets out strategic objectives and actions to be taken by the international community, national governments and civil society, to advance and to empower women and to achieve equality between women and men ⁽¹⁶⁾. The objectives and actions were structured under 12 'areas of concern', which highlight women's empowerment in each of them: poverty, education and training, health, violence against women, armed conflicts, economy, power and decision-making, institutional mechanisms for the advancement of women, human rights, media, environment and the girl child.

The BPfA defines these objectives as 'a matter of human rights and a condition of social justice', which 'should not be seen in isolation as women's issues'. All 27 EU Member States have signed the document and, thus, have recognised their responsibility to take action to implement the BPfA.

The Beijing Platform for Action critical areas of concern:

- Women and poverty (A) (3 indicators)
- Education and training of women (B) (3 indicators)
- Women and health (C) (3 indicators)
- Violence against women (D) (3 indicators)
- Women and armed conflict (E) (4 indicators)
- Women and the economy (F) (18 indicators)
- Women in power and decision-making (G) (18 indicators)
- Institutional mechanisms for the advancement of women.(H) (3 indicators)
- The girl child (L) (3 indicators)

Critical areas of concern where indicators are not yet developed:

- Human rights of women (I)
- Women and the media (J)
- Women and the environment (K)

What is the EU's commitment to the BPfA?

Though the primary responsibility for the advancement of women lies with the national governments, the European Union was involved in the formulation of the Beijing Declara-

tion and supports its Member States to take action. In December 1995, the European Council acknowledged the commitment to Beijing and expressed the commitment to monitor the BPfA annually ⁽¹⁷⁾. In 1998, the Council agreed that the annual assessment of the implementation of the BPfA would include a proposal on a simple set of quantitative and qualitative indicators and benchmarks. Up until 2010, indicators have been developed in 9 of the 12 BPfA areas of concern ⁽¹⁸⁾.

INEQUALITY 13

Around 30 % of working-age women with care responsibilities are either economically inactive or work part-time due to the lack of care services for children and other dependent persons ⁽¹⁹⁾

To see the development in the implementation of BPfA at the EU level, two overview reports have been produced: 'Beijing + 10 — Progress made within the European Union' by the Luxembourg Presidency of the Council of the EU (2005) and 'Beijing + 15: The platform for action and the European Union' by the Swedish Presidency (2010) ⁽²⁰⁾.

⁽¹⁶⁾ Mission Statement (<http://www.un.org/womenwatch/daw/beijing/platform/plat1.htm#concern>).

⁽¹⁷⁾ Council conclusions, 5 October 1995 (http://www.consilium.europa.eu/uedocs/cms_data/docs/pressdata/en/lsa/017a0003.htm).

⁽¹⁸⁾ Overview of these reports can be found on the Internet (<http://ec.europa.eu/social/main.jsp?catId=765&langId=en>).

⁽¹⁹⁾ Report on Equality between women and men 2010, European Commission, Directorate-General for Employment, Social Affairs and Equal Opportunities Unit G.1 (manuscript completed in December 2009).

⁽²⁰⁾ <http://ec.europa.eu/social/main.jsp?catId=765&langId=en>

EIGE's mandate in relation to the BPfA

One of the main tasks of EIGE is to collect, analyse and disseminate objective, reliable and comparable information and data as regards gender equality. The European Commission strategy for equality between women and men 2010–15 describes the role of EIGE to help the Commission and the Member States to report on the EU-level indicators established under the BPfA in areas of particular concern and to develop further indicators where needed. EIGE is also assigned a role to provide the technical support to each country holding the Presidency of the Council of the EU in preparing the Report in the selected area of concern of the BPfA.

Based on this mandate, EIGE became a new institutional actor involved in the process of reviewing the developments in the different BPfA areas in the EU, updating and improving the existing indicators and developing new ones. However, in several critical areas of concern the EU-agreed indicators do not cover all the strategic objectives of BPfA and statistical data is not always available at EU or national level.

EIGE's activities in 2010

Priorities for 2010:

- Initiate the collection of information on existing indicators and statistics on gender equality in the EU, as well as good practices on the implementation methods of work with the Beijing indicators
- Develop the procedure of technical support to the forthcoming Presidencies of the Council of the EU and establish contacts with key stakeholders in the field

In order to create the necessary conditions for work with reliable data, and to have background information on existing indicators and good practices on the implementation methods of the BPfA, EIGE launched several studies in 2010.

One study dealt with the streamlining and harmonisation of existing indicators and statistics on gender equality in the European Union. Another aimed at identifying and collecting good practices and the implementation methods of the BPfA indicators in the EU. First results from the studies showed considerable differences in data availability between different areas of concern of the BPfA. A comprehensive report on data availability, quality and comparability and review

INEQUALITY 36

Only 13 % of institutions in higher education are headed by women and just 9 % of universities are led by a woman ⁽²¹⁾.

INEQUALITY 52

In decision-making, women currently only occupy 35 % of senior positions within government ministries ⁽²²⁾.

INEQUALITY 57

In 2010, there were only 3 % of women presidents in companies and 12 % members of the board of directors ⁽²³⁾.

of various existing indicators in gender equality will be made available to the public during 2011.

During 2010, EIGE established cooperation with key partners regarding gender equality data and indicators. The European Commission guided the Institute's research team on the support to be provided by EIGE to the Presidencies of the Council of the EU and development of the EU Gender Equality Index (EU GEI). EIGE also benchmarked the work on monitoring gender equality progress by use

⁽²¹⁾ *She figures 2009 — Statistics and indicators on gender equality in science, European Commission, Directorate-General for Research, Communication Unit (EUR 23856 EN).*

⁽²²⁾ *Database: Women and men in decision-making: highlights (fourth quarter 2010) (<http://ec.europa.eu/social/main.jsp?langId=en&catId=89&newsId=965&furtherNews=yes>).*

⁽²³⁾ *Business and finance — Largest quoted companies', European Commission, Employment, Social Affairs and Inclusion DG data (<http://ec.europa.eu/social/main.jsp?catId=777&langId=en&intPagId=675>).*

of gender equality indicators with the United Nations Economic Commission for Europe (UNECE) and joined the Task Force on Indicators of Gender Equality, established by UNECE.

EIGE's work in reviewing, updating and improving the Beijing Indicators was discussed in several experts meetings. As part of its task to support the Presidencies of the Council, EIGE established contacts and discussed support strategies with the forthcoming Polish (July to December 2011) and Danish (January to June 2012) Presidencies.

A first Working Group of the Experts' Forum was established by EIGE's Management Board in June 2010, with the task of supporting EIGE in the development of reliable, harmonised and qualitative information being necessary for delivery of the support.



Women and environment will be the topic for the Danish Presidency from January to June 2012.

Gender **mainstreaming**

What is gender mainstreaming?

Gender mainstreaming (GM) is a strategy used to integrate gender concerns into all policies, and programmes of the European Union institutions and Member States. Within the European Union, on the basis of definition used by the Council of Europe, GM is defined as 'the (re)organisation, improvement, development and evaluation of policy processes, so that a gender equality perspective is incorporated at all levels and at all stages, by the actors normally involved in policy-making' ⁽²⁴⁾.

The Employment, Social Policy, Health and Consumer Affairs Council (EPSCO) ⁽²⁵⁾ advocates a systematic approach to the gender mainstreaming strategy including, in particular, effective application of a gender impact assessment of policies, development of statistics broken down by sex, use of indicators to measure progress and training programmes to develop gender expertise.

Priorities for 2010:

- Initiating work on tools and methods and good practices of gender mainstreaming

EIGE started implementing its task to 'develop, analyse, evaluate and disseminate methodological tools in order to support the integration of gender equality into all Community policies

and the resulting national policies and to support gender mainstreaming in all Community institutions and bodies' ⁽²⁷⁾ by initiation of work with a number of instruments of gender mainstreaming tools and methods.

The examples of **tools and methods** for the GM policy development and implementation ⁽²⁸⁾ include: best/ good practices, books and reports, communities of practice, consultations, courses, lessons and seminars, databases, guidance packages, manuals, monitoring and evaluation tools, networks and networking, observatories, on-demand services, research and data collection, standards minimum, training, training of trainers (ToT) and training materials, web-based discussion spaces and thematic websites, equal rights/women's rights approach, gender analysis, gender budgeting, gender impact analysis/ assessment, integration of gender into a project cycle, intersectional approach, monitoring and evaluation, multi-stakeholders approach.

In the report prepared at the request of the European Commission ⁽²⁹⁾ **good practice** is defined as 'any action, tool or method which is intended to integrate the provisions of Article 16 (implicitly or explicitly) into the [operational programme] and/or any stage of its implementation'. The study proves that there is a certain model of mainstreaming that could be described as a good practice, in opposition to partial or exclusively formal solutions.

EIGE's work with gender mainstreaming (on tools and methods and good practices)

In 2010, to establish the priorities in the area of work on the tools and methods, EIGE started a process of consultations with the stakeholders ⁽³⁰⁾ and commissioned a number of background papers ⁽³¹⁾. The papers showed that in a long-term perspective, work on tools and methods for gender equality and

The systematic consideration of the differences between the conditions, situations and needs of women and men in all Community policies and actions: this is the basic feature of the principle of 'mainstreaming' which the Commission has adopted. This does not mean simply making Community programmes or resources more accessible to women, but rather the simultaneous mobilisation of legal instruments, financial resources and the Community's analytical and organisational capacities in order to introduce in all areas the desire to build balanced relationships between women and men ⁽²⁶⁾.

⁽²⁴⁾ Gender mainstreaming — Conceptual frameworks, methodology and presentation of good practices, Final report of activities of the Group of Specialists on Mainstreaming, Council of Europe, Strasbourg, 1998.

⁽²⁵⁾ Council conclusions on gender equality: strengthening growth and employment — Input to the post-2010 Lisbon strategy, 2 980th Employment, Social Policy, Health and Consumer Affairs Council meeting, Brussels, 30 November 2009.

⁽²⁶⁾ COM(96) 67 final.

⁽²⁷⁾ Regulation (EC) No 1922/2006 of the European Parliament and of the Council of 20 December 2006 on establishing a European Institute for Gender Equality, Article 3(1)(b).

⁽²⁸⁾ The list was created for the Prages programme 'Guidelines for gender equality programmes in science', 2009.

⁽²⁹⁾ 'Study on the translation of Article 16 of Regulation (EC) No 1083/2006 on the promotion of gender equality, non-discrimination and accessibility for disabled persons, into cohesion policy programmes 2007–2013 co-financed by the ERDF and the Cohesion Fund', 2009.

⁽³⁰⁾ The process was conducted through the consultations with the members of EIGE's Experts' Forum and organisation of the meeting with gender mainstreaming experts in Vilnius.

⁽³¹⁾ Three background papers were delivered: 'Gender and Intersectionality', 'Gender Training' and 'Gender mainstreaming into European Structural Funds'.

gender mainstreaming should include the following attributes.

Collecting tools and methods (T & M): in particular, those tools and methods used by the EU institutions and the Member States; creating a system and constantly updating storage, search and access information on GM (GM database); building links and continuously exchanging information with the tools and methods producers/users and consolidating databases (one-stop shop for GM).

Processing the information: developing a meta-methodology for categorising and assessing the tools and methods; analysing the use and effectiveness of the chosen methodologies; making comparative studies based on qualitative and quantitative research; creating modifications, tailor-made solutions and new models and monitoring GM processes.

Disseminating the information: promoting and making the information on the existing tools accessible to the users via the website, network of practitioners, meetings and publications; disseminating tailor-made and new tools and building and coordinating the GM community of practice network of GM professionals.

In 2010, EIGE started to work on the above tasks through: (a) developing a concept/system for collecting, processing and disseminating information as an integral part of EIGE's Resource and Documentation Centre; (b) preparing for the collection of information on the tools and methods, and good practices in gender mainstreaming and gender equality; and (c) initiating work on tools and methods and good practices in a few chosen priority areas.

Identification of gender mainstreaming tools developed by/for the EU institutions and Member States (manuals, toolkits and guidelines on gender mainstreaming) was started by EIGE staff by collecting relevant information and through a second *ex ante* evaluation study. The results of this study will be further processed in 2011. For the same purpose, background papers were prepared on three areas (gender training, gender and intersectionality, and mainstreaming gender into the European Structural Funds).

Based on the papers and consultations with a group of international experts proposed by EIGE's Experts' Forum, it was decided to focus on gender training (as the tool for gender mainstreaming) and on establishing basic criteria for the future work on good practices

(GP). A 'Study on the use of "good practice" as a tool for mainstreaming gender into policies and programmes of the EU institutions and Member States' was commissioned ⁽³²⁾. The results of this study will support the process of the methodology development to be carried out in 2011 and, to be presented to EIGE stakeholders at an information seminar in Brussels for the European Commission, Member States, the European Parliament and other interested organisations in November 2011.

Additionally, three thematic pilot areas were chosen for collecting information on T & M and GP.

1. The area of 'Reconciliation of work and family life' to support the research carried out for the follow-up of the Beijing Indicators within the area selected by the Polish Presidency.
2. 'Gender-based violence', with particular focus on a tool to gather and monitor information using Observatories.
3. The collection of information on actors and good practices in the field of 'men and masculinity', understood as a cross-cutting issue, to complement the future work of EIGE.

⁽³²⁾ Study on the use of 'good practice' as a tool for mainstreaming gender into policies and programmes of the EU institutions and Member States,

Gender Equality **Index**

What is the Gender Equality Index?

An effective monitoring of gender equality based on a common set of indicators is essential for European decision-makers as well as for awareness-raising among European citizens. Indicators can help to identify trends in gender equality, strong and weak aspects of a national situation and facilitate inter-country comparisons. In order to get an overview of a complex and multidimensional issue such as gender equality, diverse indicators may also be combined in one single figure, a gender equality index.

The Commission introduced the idea of a Gender Equality Index for the first time in its policy document 'A roadmap for equality between women and men 2006–2010' ⁽³³⁾. The Commis-

sion actively monitors progress and assesses the state of affairs on gender equality.

The development of a gender index and the task attributed to EIGE was included in the action plan of the European Commission strategy for equality between women and men 2010–2015.

EIGE's activities in 2010

Priorities for 2010:

- Create a basic structure for the Gender Equality Index
- Establish contacts with key stakeholders in the field

In the second half of 2010, the Institute launched initial research for the development of the conceptual framework and basic structure of the index ⁽³⁵⁾. The first results of the research allowed discussion of the methodology, essential features and issues to consider in the construction of a composite indicator on gender equality:

- choice of dimensions;
- weight of dimensions;

- availability of harmonised data.

The study made an overview of other gender equality indexes (like Inequality Index of the UNDP ⁽³⁶⁾, the Gender Gap Index of the World Economic Forum, the Gender Equity Index of Social Watch, the Gender Equality Index proposed in 2003), focusing on the (implicit) definition of gender equality, the selection dimensions and indicators, the methodology used and the final scores.

For a common understanding of how to measure gender equality, a wide consensus is needed. Therefore, the Institute established contact with the Member States as foreseen in EIGE's work programmes ⁽³⁷⁾ and organised two meetings of experts. Particular attention was given to the previous global research experiences on gender equality indexes. An important part of the work was devoted to discussing a conceptual framework of the Gender Equality Index, particularly its dimensions and components, as well as relevant procedures to set up a framework for future work on the Gender Equality Index.

INEQUALITY 97

The average hourly earnings in 24 Member States of the European Union are EUR 8.58 for women and EUR 10.43 for men ⁽³³⁾

⁽³³⁾ Structure of earning survey, 2006

⁽³⁴⁾ COM(2006) 92 final.

⁽³⁵⁾ The research is partly based on the feasibility study and an analysis note 'Towards a European Union Gender Equality Index', which were produced by the European Commission in 2003. See Plantenga et al., *Towards an EU Gender Equality Index — Feasibility study commissioned by and presented to the European Commission, Utrecht School of Economics/UMIST, 2003.*

⁽³⁶⁾ United Nations Development Programme (<http://www.undp.org/>).

⁽³⁷⁾ Annual and mid-term work programmes, and the tasks defined in the Commission's strategy for equality between women and men 2010–2015

EIGE's work on awareness-raising and **breaking gender stereotypes**

What are gender stereotypes?

Addressing gender stereotypes is difficult, but necessary, as they are one of the most persistent causes of inequality between women and men. Challenging the stereotypic gender roles can only be successful if undertaken on different levels and by different actors. There is a need to regularly explore the attitudes of people, identifying the possible 'triggers' of change and the potential obstacles for the transformative change. Such information is crucial for developing effective methods and approaches to overcome the very limiting notions of traditional concepts of 'femininity' and 'masculinity'.

CALL FOR A CHANGE

... it is important that the Gender Equality Index shares this broad perspective on gender equality and refers to different (economic and non-economic) domains. Gender equality implies a change in the lives of both women and men through promotion of greater equality in the distribution of paid and unpaid work. It is also clear that an equal distribution of paid and unpaid work is not enough. A full concept of gender equality should also take into account the political dimension and physical integrity⁽³⁸⁾.

Priorities for 2010:

- To gather baseline information on gender stereotypes in Europe by collecting real stories of people
- To map the organisations of men engaged in gender equality work

Initially, it was planned in the mid-term work programme 2010–12 to address gender stereotypes of young people and to raise their gender awareness by engaging them in training modules in the selected EU Member States. Due to the stronger concentration on the focal areas and limited human resources this activity was adjusted to support the research work with the implementation of the Beijing Platform for Action. Work with gender stereotypes and men and masculinities was included in EIGE's activities as a horizontal issue.

To map the persistence of gender stereotypic attitudes and perceptions in 2010, EIGE launched a study to collect real-life stories of people across the EU Member States. These stories will help EIGE to analyse how gender stereotypical perceptions influence people's lives. The researchers will make an effort to identify belief systems, patterns and norms of behaviour that reinforce gender stereotypes, including differences among countries and evolution over time. The study will specifically focus on the 'triggers of change' in people's attitudes about gender and will try to identify the key factors that have

GENDER STEREOTYPES

... gender stereotypes are present in each stage of our life. They shape our behaviour and our choices. They start from the early childhood. They are conveyed by parental expectations, literature, television, school. They predetermine and underpin the roles that girls and boys will hold. Later stereotypes will condition young girls — but also young boys — in their choice of studies in their choice of career.

These stereotypes result in a lifetime, a life cycle, of positive — or negative — reinforcement, trapping girls and boys, men and women, into roles, tasks and identities which may not let them realise their own potential, their own aspirations and ambitions.

And gender stereotypes do not only limit individual life choice: they also influence the decisions taken by economic actors, for example about the ability of women to hold positions of high responsibility, to be entrepreneurs, to be engineers. Belinda Pyke, former Director for Equality between Men/Women, Action against Discrimination, Civil Society, European Commission⁽³⁹⁾

contributed to breaking stereotypical gender patterns. The final report of the study will be made available by EIGE in autumn 2011.

⁽³⁸⁾ Plantenga et al., 'Study for the development of the basic structure of a European Union Gender Equality Index', 2011 (forthcoming).

⁽³⁹⁾ Conference report 'Elimination of gender stereotypes: mission (im)possible?' 2008 (http://www.uea.gov.si/fileadmin/uea.gov.si/pageuploads/Gender-Stereotypes_conference_report.pdf).

To help EIGE develop the strategy in its work on gender stereotypes EIGE consulted on several occasions its Experts' Forum (European experts) in a meeting in Vilnius. All of them highlighted the importance of work on gender stereotypes and EIGE's role as an effective source of information in this field. The meeting started a thematic network of experts in the field of gender stereotypes to become a part of the future European Network on Gender Equality.

INEQUALITY 86

Women are more often valued for their looks, being far more likely to be portrayed at a young age; 79 % of women portrayed in media are up to the age of 34 ⁽⁴⁰⁾

EIGE's work on men's involvement in gender equality

In the mid-term programme 2010–12 the Institute set out to emphasise men's role in promoting gender equality, integrating men in gender equality as a horizontal issue in all areas covered by the Institute.

The participants of the expert meeting on men and masculinities, organised in November 2010 in Vilnius, highlighted the importance of EIGE's role in promoting men's involvement, collecting and disseminating information in the field and providing a platform for the exchange of information, methods, practices and contacts.

In November 2010, EIGE launched a *Background study on the involvement of men in gender equality within EIGE's working areas* with the focus on mapping relevant actors whose activity can contribute to a more effective involvement of men in the promotion of gender equality. The study

also analysed specific approaches applied and materials produced by such actors in all 27 EU Member States. These include public authorities, research centres, researchers, civil society organisations, their networks, social partners and related bodies, experts, trainers, and journalists active on the European and national levels.



⁽⁴⁰⁾ European Commission Advisory Committee on Equal Opportunities for Women and Men, Opinion on 'Breaking gender stereotypes in the media', January 2011.

Combating **gender-based violence**

What is gender-based violence?

For a long time violence against women (potentially affecting all citizens, i.e. women and girls), was not even perceived as a relevant problem and women were left alone to deal with it. It was even supported and justified by social and cultural norms.

INEQUALITY 64

Thousands of women in Europe are killed every year by partners or ex-partners⁽⁴¹⁾

Based on the principle, confirmed in the Women's Charter (March 2010) of the European Union, that violence against women is one of the most widespread violations of human rights, EIGE considers the eradication of violence against women to be one of its crucial tasks for the European and world community.

Priorities for 2010:

- To initiate the collection of first data on gender-based violence

The political context for this work is provided by the European Commission's strategy for equality between women and men 2010–15. One of the four areas of concern addressed by the strategy is dignity, integrity and gender-based violence. In this context, the Institute started its preparations to contribute to the implementation of this area of the strategy.

Progress in gender equality made by several Member States does not nec-

VIVIANE REDING

'In parallel with our work within the criminal justice area, there will be actions that particularly focus on the empowerment of women, awareness-raising and collection and analysis of statistics on violence. ... during my visit to Vilnius, I have specifically asked the Gender Institute to provide us with reliable data on this subject'⁽⁴²⁾.

essarily minimise the scope of violence against women and risk of spread of some forms of violence (such as female genital mutilation, stalking, etc.). Following an initiative of Spain, supported by the Council of the European Union conclusions towards establishing a European Observatory on Violence against Women⁽⁴³⁾, EIGE expresses its readiness to host such a European Observatory on Violence against Women.

Among the pilot areas for collection of best practices, information on existing resources and available data, work with gender-based violence (GBV) was initiated, to strengthen the area of concern under the Beijing Indicators. A study on mapping existing resources on sexual violence against women in the European Union was launched to collect available resources and make them accessible through EIGE's Resource and Documentation Centre. The study will deliver a collection of existing resources, tools, methods and actors addressing the issue of sexual violence in the areas of prevention and protection. The results of the

study will be published in the second half of 2011.

In November, a group of experts from a number of Member States discussed EIGE's role in the framework of the Commission strategy for equality between women and men 2010–15, and support to the EU Member States in fighting violence against women. The need for harmonised data at EU level and methodological guidelines for collection of such data and information was highlighted.

As agreed in a formal cooperation agreement signed by the Director of the EU Agency for Fundamental Rights (FRA) and the Director of EIGE, in November 2010, EIGE started to support the FRA in conducting an EU-wide survey on violence against women by providing gender-specific expertise and input. In 2010, EIGE joined the FRA in launching a common framework contract for data collection and other services, which will facilitate time- and cost-efficient research and data collection in the future.

VIOLENCE AGAINST WOMEN

The Beijing Platform for Action (1995), endorsed by all EU Member States, states that 'violence against women is a manifestation of the historically unequal power relations between men and women, which have led to domination over and discrimination against women by men and to the prevention of women's full advancement'.

⁽⁴¹⁾ Advisory Committee on Equal Opportunities for Women and Men, 'Opinion on an EU strategy on violence against women and girls', 7 December 2010.

⁽⁴²⁾ Speech of Ms Viviane Reding, Vice-President of the European Commission, at the European Commission Conference on Violence against Women, Brussels, 25 November 2010.

⁽⁴³⁾ Council conclusions on the eradication of violence against women in the European Union, CL10-048EN.

EIGE's **Resource and Documentation Centre** (RDC)

Currently, a lot of information on different topics related to gender equality is scattered around Europe and the world, which can be efficiently pooled at the Institute's RDC. This will be done through an EIGE RDC which consists of a physical library combined with an online resource centre and an electronic network facilitating communication with an active community of practice. EIGE's RDC will serve as an open platform, allowing users access to a huge amount of information and resources on gender equality in one place.

To avoid duplicating the work of existing resources and networks and to foster effective future exchanges of information, experience and best practices, in 2010 EIGE started to seek close cooperation with gender equality organisations and established research and documentation centres, like Aletta and the Women Information Network Europe (WINE).



A physical library is to be combined with an online resource centre and an electronic network (stock photo).



Implementation approach

The Institute's Resource and Documentation Centre will play a central role in hosting and disseminating all collected information. Teams responsible for stakeholders and communications will contribute to the delivery of outputs by developing an external communication strategy, and by adjusting the forms and channels of dissemination of information to various stakeholders and EU citizens.

EIGE's efforts in raising awareness, networking and communication will create a platform for information exchange and the promotion of equality between women and men.

Priorities for 2010:

- Developing the concept and technical conditions for the RDC
- Development the 'Women of Europe' resource pool and the 'Women inspiring Europe' calendar 2011

What will the RDC look like?

Acquiring **EIGE's printed collections** was started by procuring such primary resources as books, periodicals, reference materials, articles, legislation and grey literature (usually scientific reports of agencies and government bodies, which are difficult to find elsewhere) on several gender equality topics. The goal is that the entire collection will be searchable and available to the public through the global online catalogue hosted by EIGE's website. The global online catalogue will be part of the online Resource and Documentation Centre.

The **online Resource and Documentation Centre** will have several additional features, such as a database of experts (men and women), training materials, methods/tools/guidelines, case studies, best practices, and a contact database of project partners. A collection of e-resources such as statistical and bibliographical references with paid subscriptions will also be part of the online Resource and Documentation Centre — and the respective tenders could as well be launched during 2010.

Besides the aforementioned types of information, EIGE started to develop its own collections, and the results of

all future EIGE data analysis work will be integrated in the RDC.

What was done in 2010?

In 2010, the basic concept for the Resource and Documentation Centre was developed. This was produced through a commissioned study, mapping the concrete needs and existing expectations among stakeholders regarding EIGE's Resource and Documentation Centre. The study will also identify relevant national bodies, such as academic and research centres, civil society organisations and other relevant institutions, that use and produce gender equality-related statistics and other relevant materials.



'Women of Europe' **resource pool** and 'Women inspiring Europe' **calendar**

Women contribute significantly to the development of our society, but this role is not always very visible. With the aim of promoting positive and non-stereotypical roles of women in every walk of life and highlighting the successes and achievements of women, which can serve as inspiration for others, EIGE started its 'Women of Europe' resource pool.

Based on the task requiring EIGE to disseminate information regarding positive examples of non-stereotypical roles for women and men in every walk of life, present its findings and initiatives designed to publicise and build on such success stories, on International Women's Day, the Institute started gathering its findings for the 'Women of Europe' resource pool. The 'Women of Europe' resource pool will contain information about women, from all over Europe, who can act as role models and be a source of inspiration for stakeholders and partners on occasions where genuine evidence of success such as testimonials, expert or speaker interventions are required. Over time, as this activity gains momentum, the 'Women of Europe' resource pool will become an integral part of the Institute's Resource and Documentation Centre — reflecting real-life stories and bringing recognition to the achievements of European women.

'Women inspiring Europe' (WIE) calendar

Aiming to highlight the achievements and visibility of European women, EIGE launched a call for nominations for its resource pool and its first calendar: 'Women inspiring Europe — 2011'.

From the women nominated to the pool, 12 women were selected to be portrayed in the 'Women inspiring Europe — 2011' calendar, which was widely distributed throughout Europe. This initiative is also visible on EIGE's homepage and was underlined in the International Women's Day event.

To raise the visibility of women's contributions to the development of society in general, and to present the inspiring role models of the WIE calendar, a seminar was held in Brussels in December 2010.

Achieved outputs

Five procurement procedures were completed, which resulted in acquiring the library furniture, the online global catalogue, electronic subscriptions to academic titles on gender topics, access to books, and access to grey literature on gender topics.

A feasibility study on effective forms of electronic networks was launched.

Commission's
vice-president
Viviane Reding
and Chair of EIGE's
management board
Eva-Maria
Welskop-Deffaa



Two calendar women
Cristina Gallach
from Spain
and Stanimira
Hadjimirtova
from Bulgaria



Dialogue and partnership, including the European Network on Gender Equality

Priorities for 2010:

- Stakeholders' mapping
- Developing the concept and technical conditions for the European Network on Gender Equality
- Networking and partnerships

The pooling of efforts and knowledge for the promotion of equality between women and men is crucial for EIGE. The establishment of functioning cooperation and partnerships with stakeholders at various levels and on creating the conditions for a network to share competence and experience was an overriding task of 2010.

To this end, the Institute's **mapping of stakeholders** started with the launch of the 'Study for mapping stakeholders and actors at European level and future actors in third countries in relation to gender equality work: Mapping their interests and needs, as well as those from individual stakeholders'.

The international seminar 'Joining efforts towards gender equality in the EU 2010–15'

With the aim of discussing with the Member States the implementation of the new Commission's strategy for equality between women and men 2010–15 and the contribution of EIGE to the implementation plan, on 22 November EIGE organised a technical seminar 'Joining efforts towards gender equality in the EU 2010–15'. National bodies, mainly national bodies for gender equality and national statistics offices, and relevant EU agencies discussed suitable approaches of progressing gender equality work.

Viviane Reding, the Commission's Vice-President responsible for justice, fundamental rights and citizenship, opened the seminar by presenting the challenges and the priority areas of the strategy. The participation of Cedefop, Eurofound, the FRA, Eurostat and the OECD paved the way for close cooperation in several domains.

The European Network on Gender Equality

The electronic European Network on Gender Equality, a growing 'community of practice', has been created to foster an exchange of information and relevant data in the field of gender equality among the Institute's stakeholders.



E. M. Welskop-Deffaa (chair)



V. Langbakk (Director), VP. V. Reding and E. M. Welskop-Deffaa (Chair)

To this end, EIGE started working on defining the conditions for an electronic network to share competence and experience, to provide a platform for various stakeholders to communicate, identify and share relevant information, methods, best practices and publications, and to find possible cooperation partners.

In order to acquire evidence-based facts on well-functioning networks, a 'Feasibility study on effective forms of electronic networks' was launched by the end of 2010. This study will deliver an analysis of several European-wide networks and their factors of success.

THEMATIC NETWORKS WERE ESTABLISHED IN 2010 ON:

- gender-based violence,
- gender mainstreaming,
- men and masculinities,
- gender stereotypes,
- the Beijing Indicators,
- the EU Gender Equality Index,
- the journalists' task force, and
- the network on useful and effective networking.

These thematic networks will be virtual and will pool the expertise of these professionals and organisations working

in the field of gender equality. The networks will help to reach a larger number of members in each thematic group, facilitating discussion and information exchange. Moreover, the participants of these virtual thematic networks will be able to share information among their own networks more effectively.

Networks and partnerships

During 2010, first contacts were established with the International Labour Organisation (ILO), the OECD and the United Nations (UNECE). The Institute received visitors from national parliaments of several Member States, including Sweden, Germany and Lithuania, and European women's organisations. The mandate of the Institute was presented to all the EU ambassadors in the host country. The first visitors from beyond the EU (as an example the Ukraine) also found their way to the newly established Institute. Key staff of EIGE participated at a number of European seminars and conferences on gender equality.

Two cooperation agreements were signed in November 2010, in Vilnius: with the European Foundation for the Improvement of Living and Working Conditions (Eurofound) and with the European Union Agency for Fundamental Rights (FRA). Another framework cooperation agreement between the European Agency for Safety and Health at Work (EU-OSHA) was signed in 2010 via an exchange of letters.

EIGE's **communication** and **public relations**

Awareness-raising usually aims to disseminate achievements and good practices and also to change societal attitudes, breaking gender stereotypes and making the gender gap visible. For a newly established agency it means a long, time-consuming process and facing cultural, contextual and language challenges across Member States.

To initiate the work, the Institute started the process of developing a communications strategy and, in parallel, spent a considerable amount of energy on making key stakeholders aware of EIGE's presence and its role.

Priorities for 2010

- Making EU citizens aware of the mission and work of the Institute via public relations, events, its website and the development of a communications strategy
- Establishing partnerships with the media and communications experts

After the adoption of the annual work programme 2010 the work on communications delivered its first results, with the grand opening event, the European-wide competition for the Institute's logo, an initial web presence, journalists' consultation meetings, public relations in the host country and the start of development for a communications strategy. To analyse the conditions and to develop a good concept of a functioning external and internal communications strategy, a tendering process was launched late in 2010 on the 'Provision of support in development of a communications strategy for the European Institute for Gender Equality'.

Grand opening of the Institute

On 20 and 21 June, in the heart of Vilnius, close to 3 000 local inhabitants and guests from all over Europe witnessed the Institute's official opening, which consisted of a free open-air concert and a conference opened by the President of the Republic of Lithuania, Ms Dalia Grybauskaitė.

During the concert, a competition was launched for the creation of the Institute's main logo.

During the opening event the Institute and its future work was presented to public through a series of large screen video animations, quizzes and interactive games. Representatives of the European Parliament, the European Com-



Directors of EIGE and FRA signing cooperation agreements.



Directors of EIGE and Eurofound signing cooperation agreements.

mission, the Member States, relevant EU agencies and civil society organisations were invited to a conference where the role of EIGE in the promotion of equality between women and men was presented.

EIGE's opening began in the form of a local promotional campaign one month prior to the event. The theme 'Equal does not mean identical' was developed as a visual slogan to introduce the concept of gender equality to local audiences unfamiliar with the Institute's work. A series of television and radio interviews supported the opening activities.

EIGE's logo competition

During the first quarter of 2010, the Institute planned and implemented a Europe-wide campaign, challenging visual and graphical design students with the development of its official logo. Faculties and schools throughout the EU's 27 Member States were pinpointed, and posters and factsheets were sent out to designers and civil society organisations.

The logo both reflects on the gender equality with two persons portrayed. It also reflects the fact, that EIGE is a part of the European Union by using the stars. By reaching for the stars you could say, that the new institute is trying to achieve the best", says Guillaume Danjou, the French School teacher that designed the logo.

Euronews Television covered the event, and the local and European press echoed the Institute's principles and mandate. The campaign was branded as simply and unequivocally as possible — 'We need a logo'. The campaign was given further impetus through a social media campaign on Facebook and a number of Brussels-based blogs looking to support the gender equality cause.

The logo swept-up thousands of submissions and, by its 1 September deadline, EIGE had several noteworthy logos to choose from. After a preselection exercise, involving all EIGE staff members, a small jury of selected experts, made

up of design, gender equality and brand management experts, convened in Vilnius in mid-September. After a long and difficult appraisal, Guillaume Danjou, a primary school teacher from the French Pyrenees, was named as the winner of EIGE's logo competition.

The winning logo was unveiled at a ceremony in Vilnius on 22 November 2010, during an international EIGE seminar inaugurated by European Commission Vice-President Viviane Reding, and the winner and runner-up were handed their prizes in front of an eager crowd of spectators and local journalists. See the video at: www.youtube.com/eurogender



On 20 June, in the heart of Vilnius, close to 3 000 local inhabitants and guests from all over Europe witnessed the Institute's official opening.

Web presence of the Institute

The Institute's web presence was one of the most important platforms for introducing EIGE to Europe and the world. Already before the annual work programme 2010 was adopted, the Institute had prepared for the first, temporary website (Version 1.0) to be launched before the opening. During subsequent months, a new version was developed in-house (Version 1.1) prior to the services for development of Version 2.0 being procured before the end of 2010.

During the year, the website was continuously updated with information about the Institute's activities, news, events, multimedia, career opportunities and procurement procedures.

Along with its website, which enabled mainly one-way communication, the Institute immediately established a dynamic presence in social networks, which facilitated direct dialogue with citizens. Through social networks, the Institute enthusiastically communicated its key messages and interacted with its 'fans' on an everyday basis. The Institute became actively engaged in Facebook (<http://www.facebook.com/eige.europa.eu>), Twitter (<http://twitter.com/eurogender>), YouTube (<http://www.youtube.com/eurogender>) and LinkedIn (<http://www.linkedin.com/company/european-institute-for-gender-equality>) and shared a large quantity of multimedia content and information. While being still young and relatively unknown, the Institute experienced an increasing base of 'fans' and a high rate of feedback.



Establishing partnerships with media and communication experts

In order to effectively communicate information and facts on equality between women and men with the help of multipliers, a media database was established aiming to reach 4 000 to 5 000 media persons.

In order to make use of the multipliers for gender equality messages, an EIGE journalists' task force (JTF) was created and met in Vilnius and Brussels during 2010. Furthermore, four regional meetings were planned to gain valuable input from media and communications personnel, to understand the needs and to gain input for the future communications strategy.

EIGE began media monitoring via Google analytics in 2010 and started dialogue with the Joint Research Centre (JRC) over prospects of monitoring the work. Helped by external support, the initial activities of the Institute were monitored showing that it already received good media coverage in 2010. Media awareness of EIGE has been most prominent in Lithuania, which is normal as it is the host country of the Institute.



Management

During its first six months of operation the management of the Institute worked with the following priorities:

- creating a proper administrative and financial framework for the future maturity of the Institute;
- establishing itself in the host country;
- developing ownership and necessary skills among the staff for the implementation of the work programme.

Main challenges for the management during the recent period have been: (i) establishment of a proper working environment for the Institute, which consisted of consolidating the human resources into a functioning team, developing ownership of the annual and mid-term work programmes among staff, developing functioning work structures and fine-tuning the tasks and job description of each individual member; (ii) developing a functioning administrative structure, which included the setting up internal rules (mission, training, traineeship policies, initial information on internal control standards and risk management, filing and archiving system, etc.); (iii) developing financial and accounting procedures (financial circuits, payment and commitment procedures, etc.); (iv) human resources management (development of the necessary implementing provisions giving effect to the Staff Regulations, a multiannual staff policy plan, planning and implementing the recruitment of new staff, a policy on language and other training, etc.).

Finance, procurement and accounting

Between 15 June and 31 December 2010, the person in charge of finance, procurement and accounting dealt with the following priorities:

- developing procedures and processes (mission, telecoms, management of complaints, procurement, registration framework, VAT, quality accounting, bank reconciliation, payment run, commitment and payments);
- developing calculators for mission, expert and candidate reimbursements;
- implementing the Management Board decision (1 October 2010) on the frozen funds;
- facilitating the mission of Court of Auditors (ECA member and team) and the visit by OLAF.

Upon revision of the draft budget 2010, the Management Board highlighted two budgetary imbalances, namely, one under Title II in the amount of EUR 195 000 and the other under Title III in the amount of EUR 220 000 amounting to total imbalance of EUR 415 000. In October 2010, the Management Board unanimously agreed not to allocate the frozen funds to the Institute.

Commitments and payments

During the period June to December 2010, EIGE made 102 commitments, consisting of commitments

migrated from the Employment, Social Affairs and Inclusion DG at the cut-off date of 15 June 2010 and those created by EIGE after administrative and financial independence. The Institute carried out 390 payments, including regularisation payments ⁽⁴⁴⁾.

Accounting reporting

The bank balance at the end of the reporting period (31 December 2010) was:

EUR 3 661 233.90 EUR in ING and

LTL 1 527 941.47 and EUR 499 998.39 in SEB

EIGE received three financial transfers from the European Commission for a total amount of EUR 5 678 123.09 (respectively EUR 2 593 123.09 in the first transfer, EUR 2 000 000.00 in the second transfer and EUR 1 085 000.00 in the third transfer).

Public procurement

The public procurement by EIGE was based on the principle of most economical, effective and efficient implementation.

Within the reporting period, 63 procurements were carried out and contracts for the procured services signed. The total contracted amount was EUR 1 974 626 (see Annex IV).

The major part (85 %) of the procured contracts (EUR 1 628 122) related to

⁽⁴⁴⁾ See Annex 5: Budget execution

services in support of operational activities of the Institute. The remaining part of EUR 292 504 (15 %) procured goods and services in support of administrative activities.

Human resources

Throughout 2010 the Institute's human resources priorities focused on:

- developing and carrying out a proper recruitment procedure
- human resource management
- developing and adopting planned implementing provisions giving effect to the Staff Regulations
- developing relevant internal policies

Recruitment

By the end of the year, in addition to six contract agents, EIGE had secured the recruitment in post of 23 temporary agents, a remarkable 92 % of its establishment plan ⁽⁴⁵⁾, and target rules for secondment of the first seconded national experts were prepared.

Implementing rules and decisions

The following implementing rules were approved by EIGE's Management Board during 2010, in line with Institute's obligations under Article 110 of the Staff Regulations:

- (a) the engagement and use of temporary agents;
- (b) the engagement and use of contract agents;

(c) the appraisal for the Director of the European Institute for Gender Equality;

(d) middle management staff at the European Institute for Gender Equality;

(e) general implementing provisions for the Staff Regulations, covering aspects including pension rights transfer, household allowance, dependent children, place of origin, education allowance, parental leave, family leave, absence due to sickness or accident, reimbursement of medical expenses, vacation leave, outside activities and assignments, leave on personal grounds, criteria applicable to classification in grade and step on appointment or engagement and part-time work;

(f) implementing rules for Article 43 on staff appraisal; and

(g) a decision on setting up a staff committee
In addition, a number of other internal decisions and policies were introduced, namely:

(h) rules on the engagement and use of seconded national experts and national experts in professional training at the European Institute for Gender Equality;

(i) the traineeship policy for the European Institute for Gender Equality; and

(j) flexitime in the context of the Institute's working-time policy.

Information technology and operations

During 2010, EIGE focused on the following priorities:

- implementing IT infrastructure;
- implementing the S-TESTA connection with the European Commission;
- video conferencing facilities;
- building EIGE Data Centre (initial stage).

Before and during the move to its seat in Vilnius, the Institute acquired a completely new IT infrastructure, comprising the installation and configuration of network and servers, prepared working places for each employee and installed supporting equipment (printers, copiers, telephones, etc.).

Audit and internal control standards

On 9 and 10 November 2010, representatives from OLAF visited EIGE and had a first training session for staff. A cooperation agreement between OLAF and EIGE is in preparation. Adoption by EIGE's Management Board is scheduled during the first quarter of 2011.

The first inspection by the Court of Auditors took place from 6 to 10 December 2010. The audit focused mainly on procurement, finance and human resources.

⁽⁴⁵⁾ See Annex 6: Establishment plan

Annex 5: 2010 commitments and payments credit C1 (*)

Official Budget Title	Fund source	Commitment				Payment			
		Credit available com. amount (EUR)	Commitment accepted amount (EUR)	Commitment workflow amount (EUR)	% commit	Credit available pay amount (EUR)	Payment request accepted amount (EUR)	Pay workflow amount (EUR)	% payment
A-1	C1	2 033 935.01	1 117 446.14		54.94 %	2 033 935.01	1 000 393.01	0.00	49.19 %
		2 033 935.01	1 117 446.14	0.00	54.94 %	2 033 935.01	1 000 393.01	0.00	49.19 %
A-2	C1	584 884.15	503 223.38		86.04 %	584 884.15	169 544.05	0.00	28.99 %
		584 884.15	503 223.38	0.00	86.04 %	584 884.15	169 544.05	0.00	28.99 %
B0-3	C1	3 280 000.00	2 184 420.54		66.60 %	3 280 000.00	355 505.34	0.00	10.84 %
		3 280 000.00	2 184 420.54	0.00	66.60 %	3 280 000.00	355 505.34	0.00	10.84 %
Total		5 898 819.16	3 805 090.06	0.00	64.51 %	5 898 819.16	1 525 442.40	0.00	25.86 %

(*) C1 — Final appropriation of the exercise — credits 2010

Source: ABAC Data warehouse

**Annex 6: 2010 commitments and payments credit C8 (*)**

Official Budget Title	Fund source	Commitment				Payment			
		Credit available com. amount (EUR)	Commitment accepted amount (EUR)	Commitment workflow amount (EUR)	% commit	Credit payable amount (EUR)	Payment request accepted amount (EUR)	Pay workflow amount (EUR)	% payment
A-1	C8	2 027 698.67	0.00		0.00 %	2 027 698.67			
		2 027 698.67	0.00	0.00	0.00 %	2 027 698.67			
	C8	658 709.02	395 139.44		59.99 %	658 709.02	31 763.49	0.00	4.82 %
A-2		658 709.02	395 139.44	0.00	59.99 %	658 709.02	31 763.49	0.00	4.82 %
		2 686 407.69	395 139.44	0.00	14.71 %	2 686 407.69	31 763.49	0.00	1.18 %
	Total	2 686 407.69	395 139.44	0.00	14.71 %	2 686 407.69	31 763.49	0.00	1.18 %

(*) C8: Automatic carry-forward — credits 2009

Source: ABAC Data warehouse

European Commission

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Making equality between women and men a reality for all Europeans and beyond is the vision of the European Institute for Gender Equality.

About EIGE

EIGE is a European agency which supports the EU and its Member States in their efforts to promote gender equality, to fight discrimination based on sex and to raise awareness about gender equality issues.

Its tasks are to collect and analyse comparable data on gender issues, to develop methodological tools, in particular for the integration of the gender dimension in all policy areas, to facilitate the exchange of best practices and dialogue among stakeholders, and to raise awareness among EU citizens.

The Institute's bodies include a Management Board (decision-making body), an Experts' Forum (consultative body) and a Director (executive body) and her staff. The Management Board adopts the annual and medium-term work programmes as well as the Institute's budget. The Experts' Forum supports the Director in ensuring the excellence and independence of the Institute. The Director as the legal representative of the Institute is responsible for its daily management as well as for the implementation of the work programme.

The Institute's budget for the period 2007-2013 amounts to €52.5 million. The Institute employed approximately 30 staff during 2010.



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